

Education Call Conversion Trends



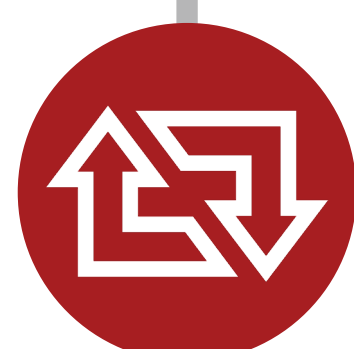
Most businesses understand that their phone is a common entry point in the path to purchase and also at the final point of sale.

Whilst it used to be almost impossible to track phone calls from websites back to marketing – we've been doing it for a while. Being able to understand the effects the phone call has on a prospects path to conversion across devices, channels and messages has changed the game – how to you measure up?

Online Call Trends



The phone call is the most common lead conversion type from Education websites.



Call conversions from paid search are lower than other channels on average (0.9% vs 2.4%).

Education websites conversion rate for

2.1% Phone Calls

0.06% Live Chats

0.17% Forms

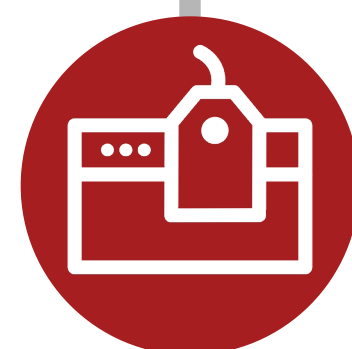
Path to Conversions*



Organic search is most commonly the first entry in the conversion path.



Email and referring websites drive interactions at the mid point of conversion paths most commonly.



Branded paid search is most commonly the final click to conversion.

* Conversions = e-commerce transaction or phone sale

They Said It

8 min

is the ideal time for Education enquiries over the phone. Our Education customers have 6.6 minute average call duration.

\$620

is the mean price point when a prospect would be more likely to call for a purchase or transaction.

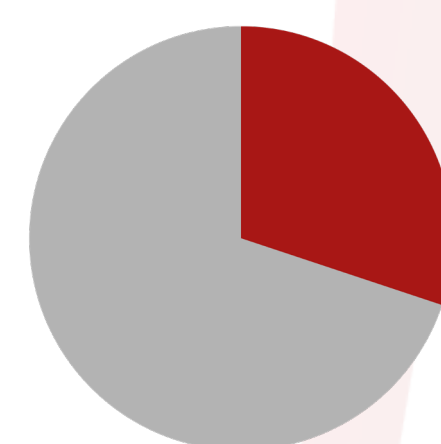
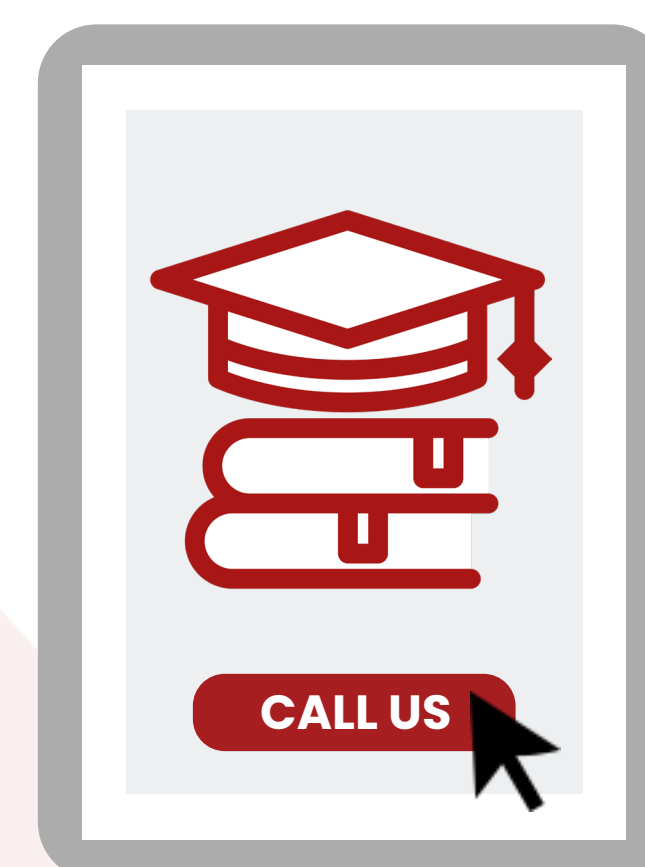
65%

of consumers find it extremely important to be able to contact education companies over the phone at the point of sale.

Click to Call

28%

of prospects seeking education products would use click to call if it was available on the search page.



30%

accidental pocket dials (calls under 30 secs) on click to call within search results.

These industry trends were derived from our customers with our online call tracking technology, and from Google's recent reports: [The Role of Click to Call in the Path to Purchase](#) and [Customer Journey to Online Purchase](#)

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